The Nine Pillars
of Successful Web Teams

Jesse James Garrett <jjg@jjg.net>
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The most successful Web teams build their team structures and their processes on these nine essential competencies:

Project Management: The hub that binds all the tactical competencies together as well as the engine that drives the project forward to completion, project management requires a highly specialized set of skills all its own. Neglecting this area often results in missed deadlines and cost overruns.

Concrete Design: Before the abstract design can become a fully realized user experience, you must determine the specific details of interfaces, navigation, information design, and visual design. This realm of concrete design is essential to creating the final product.

Content Production: Knowing what content you need isn't enough. You also need to know how you'll produce it. Gathering raw information, writing and editing, and defining editorial workflows and approvals are all part of content production.

Technology Implementation: Building technical systems involves a lot of hard work and specialized knowledge: languages and protocols, coding and debugging, testing and refactoring. The more complex your site, the more important a competency in technology implementation becomes.

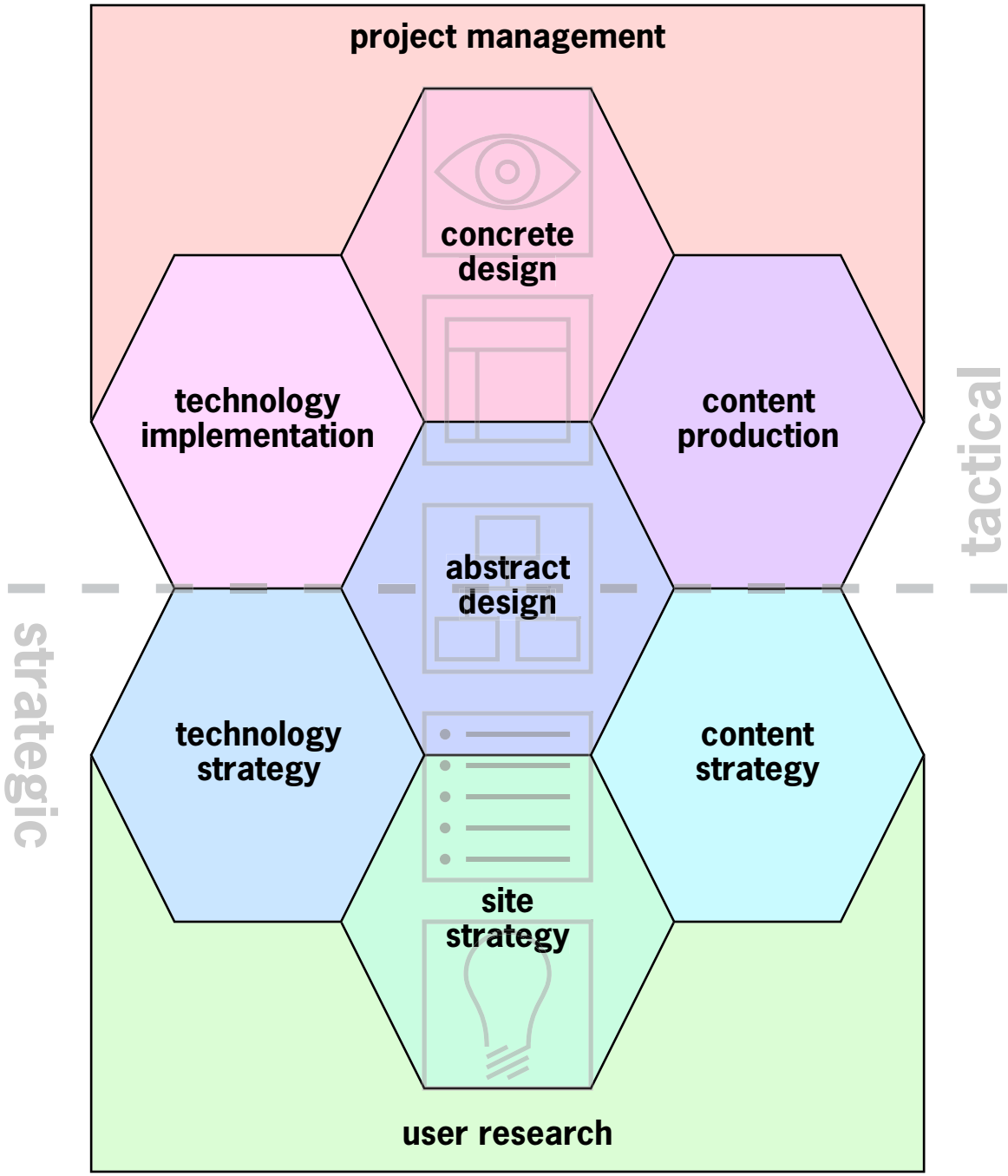
Abstract Design: Information architecture and interaction design translate strategic objectives into a conceptual framework for the final user experience. These emerging disciplines addressing abstract design are increasingly recognized for their value in the Web development process.

Content Strategy: Content is often the reason users come to your site. But what content can you offer to meet your users' expectations? How much content is appropriate, and what form should it take? What style or tone should it have? Before you can produce that content, you need to answer fundamental content strategy questions such as these.

Technology Strategy: Web sites are technologically complex, and getting more intricate all the time. Identifying the technology strategy for the site – platforms, standards, technologies, and how they can all interoperate – is essential to avoiding costly mistakes.

Site Strategy: Defining your own goals for the site can be surprisingly tricky. Arriving at a common understanding of the site's purpose for your organization, how you'll prioritize the site's various goals, and the means by which you'll measure the site's success are all matters of site strategy.

User Research: User-centered design means understanding what your users need, how they think, and how they behave – and incorporating that understanding into every aspect of your process. User research provides the raw observations that fuel this insight into the people your site must serve.



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